

# ORDER



**Orders**

**Order / Rev:** 713711

Alt Order #: 06315547

Product Desc: MN UNITED

Estimate: 11932

Flight Dates: 10/15/12 - 10/21/12

Original Date / Rev: 09/14/12 / 09/14/12

Order Type: Political

**KARE**

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

**Agency**

**Name:** Media Strategies & Research/ POL

Buying Contact:

Billing Contact:

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Minnesota United for All Families

Demographic: A35+

Product Codes: IS-Issue/Ballot

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	30	\$32,325.00	\$27,476.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$32,325.00	\$27,476.25	0.00
<b>Totals</b>	<b>30</b>	<b>\$32,325.00</b>	<b>\$27,476.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	24%	\$32,325.00
Market	100%	\$134,687.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	17%	\$22,896.88
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$18,856.25
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	42%	\$56,568.75
WFTC	3%	\$4,040.62

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/15/12	10/19/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11-11--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11-11--					4	\$300.00		0.00			
E 2	KARE	10/17/12	10/17/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$900.00		0.00			
E 3	KARE	10/15/12	10/19/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$800.00		0.00			
E 4	KARE	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$350.00		0.00			
E 5	KARE	10/15/12	10/17/12	M-F 9-10a TODAY	CM	9-10a	1-1----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-1----					2	\$300.00		0.00			
E 6	KARE	10/18/12	10/18/12	M-F 1-2p Rachel Ray	CM	1P-2P	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$175.00		0.00			
E 7	KARE	10/16/12	10/16/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$250.00		0.00			
E 8	KARE	10/15/12	10/19/12	M-F 3-4p DR OZ	CM	3-4p	1-111--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-111--					4	\$450.00		0.00			
E 9	KARE	10/17/12	10/17/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,800.00		0.00			
E 10	KARE	10/15/12	10/15/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,400.00		0.00			
E 11	KARE	10/16/12	10/16/12	Tue Prime THE VOICE	CM	658-8P (6:58 PM-8:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$6,000.00		0.00			
E 12	KARE	10/17/12	10/17/12	Wed Prime ANIMAL/GUYS	CM	658-8P (6:58 PM-8:00 PM)	--W----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,250.00		0.00			
E 13	KARE	10/19/12	10/19/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,500.00		0.00			
E 14	KARE	10/16/12	10/19/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-1--1--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1--1--					2	\$2,400.00		0.00			
E 15	KARE	10/20/12	10/20/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 15	KARE	10/20/12	10/20/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-	1					\$2,300.00		0.00			
E 16	KARE	10/16/12	10/18/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-1-1---	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-1---	2					\$850.00		0.00			
E 17	KARE	10/15/12	10/15/12	Late Night Late Night NBC	CM	1135pm-1235xm	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----	1					\$300.00		0.00			
													Totals	30	\$32,325.00